



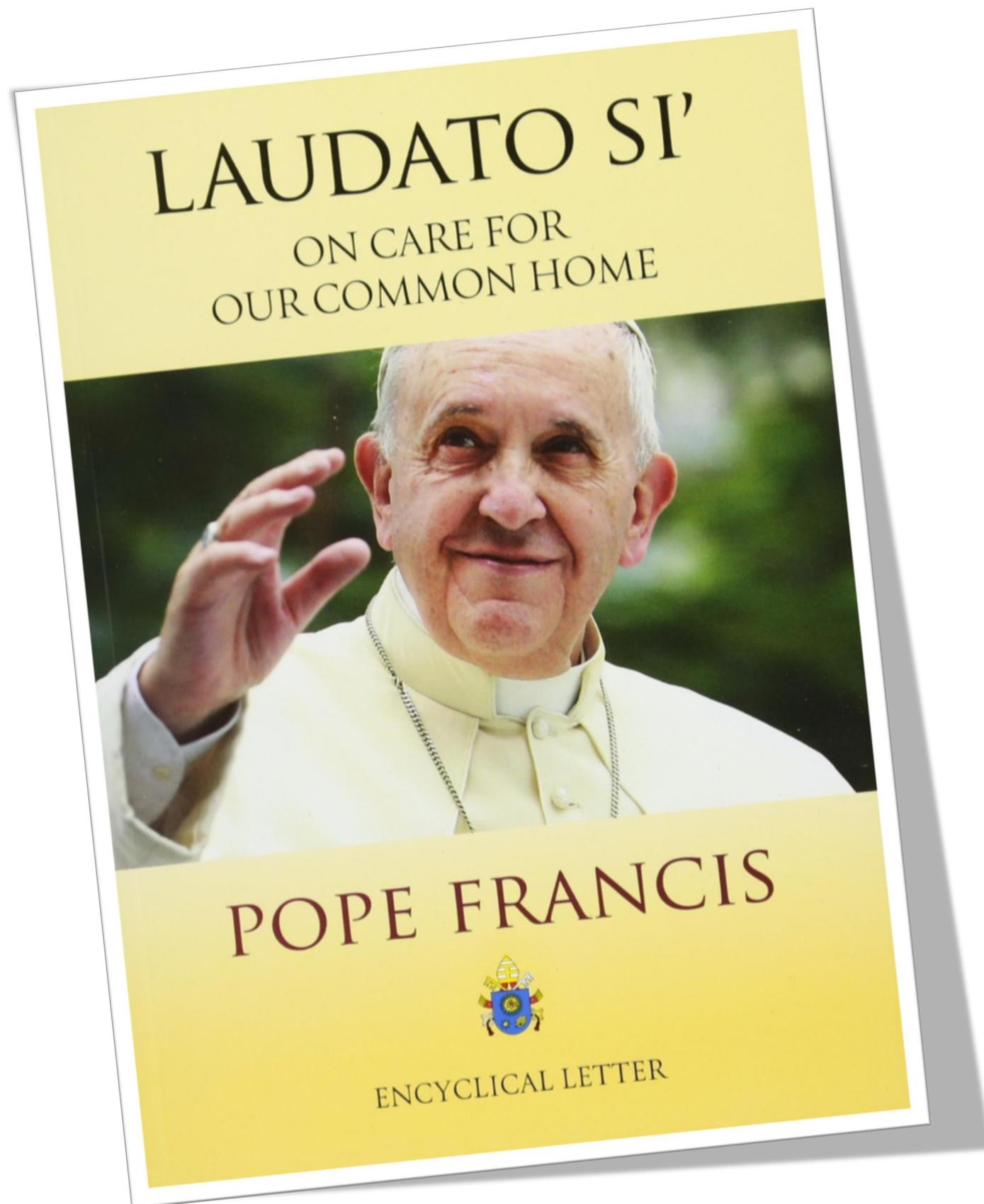
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Difficulties in Changing Lifestyles.

Common, but Differentiated Responsibilities

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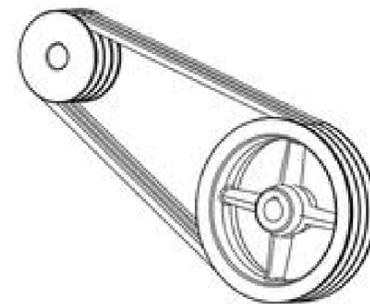
Social-Ecological Transformation on Three Levels

The necessity to reform political, economical, and legal institutions on a national and an international level:

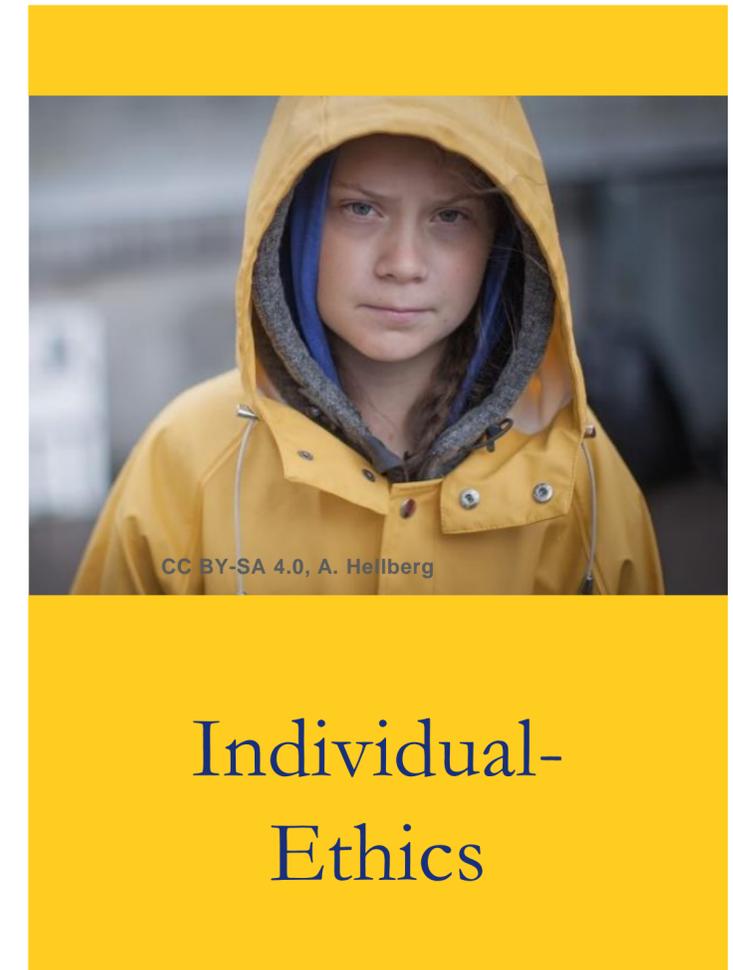
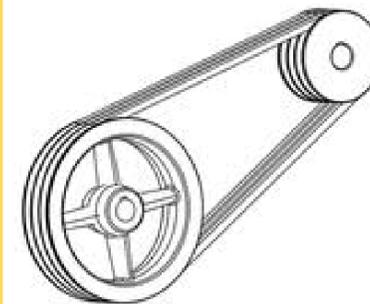
Guiding Principles for transformation



Macroscopic Dimension



Mesoscopic Dimension



Microscopic Dimension

Social-Ecological Transformation as Guiding Principle

Social-ecological modernisation

Decoupling development and use of resources by increasing efficiency

- Technical innovation and general applications of the innovations
- Internalizing costs of using resources/nature (Pricing CO₂-emissions)

Social
embedding

International
coordination

Sufficiency

Cultural change towards another understanding of well-being, quality of life and development, which is directed towards the global common good

Responsibility of Different „Change Agents“

Individuals:

- Concepts of a good life which transcend consumerism (“virtue of enough” instead of “insatiable needs”)
- Sustainable consumption and mobility

Nation States/Governments:

- Abolish various state subsidies for fossil based energy, mobility and consumption
- Promoting appropriate pricing mechanisms for CO₂ emissions embracing all sectors
- Investing in sustainable public transport and mobility infrastructure
- Transparent labelling of origin (including labor conditions) and quality of products

Responsibility of Different Change Agents

Business/(Transnational) Corporations:

- Pioneering in delivering sustainable goods and services (production, pricing, marketing)
- Co-responsibility for framing/regulating market conditions which promote sustainability

Faith-Based Organisations/Churches:

- Communicate their spiritual traditions and considerations of creation theology as basic stimuli for personal transformation and change of behaviour
- Engagement as advocates for socio-ecological transformation
- Credible action in their own sphere of responsibility

Science/reframing economic theory:

- Questioning the supply-side dominance of neoclassical production theory (assumption of *insatiable* needs/desires of consumers)
- Broadening the simple neo-classical concept of human well-being:

land, labour and capital → income → goods and services → personal well-being

Alternative Theories (“Narratives”) of Personal Well-Being

Enhancing “capabilities” (Amartya Sen)

Contexts:

- Social Institutions
- Social and legal norms
- Other people’s behavior’s and characteristics
- Environmental factors and many, many more

